

# Inventors' Network Volume 11

Of the Capital Area [INCA] Issue 9

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Our November 17 speaker will be Don Chernoff [www.skyroll.com](http://www.skyroll.com). His experiences of starting and successfully continuing to manufacture and market his invention should be of interest to all of us. His invented and marketed product won innovation awards which we invite him to tell us about.

[Don has expressed a willingness to sell his SkyRoll bags to INCA members and guests for wholesale prices. Be ready after our November meeting to buy as many as you want of his original bag for \$50 each and his newest wheeled versions for \$75 each. See their image on [www.skyroll.com](http://www.skyroll.com)]

Barbara Halpern of Marketing Momentum 202 244 9925 summarized the working areas for Marketing during our October meeting. From her perspective of the invention and development process, she emphasized the merit of bringing a marketing and brand focus into early development of a product line or personalized process.

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**November 7-8, 2003**

Visit the UIA at <http://www.uiausa.org>

**\*\*\*U.S.P.T.O 8th annual Independent Inventors Conference**

American Society of Inventors 50th Anniversary

The Franklin Institute, Philadelphia, PA

Jay Cohen at (215) 546-6601 or [www.asoi.org](http://www.asoi.org) For an extended roster of invention related trade shows and events go to: <http://www.inventorsdigest.com/current/shows.html>

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Ray, our newsletter editor, is looking for a volunteer replacement to his role as invention news scanner, editor and reporter. He expects to continue sending the postcard announcements and website reminder each month, but the volunteer for entering a newsletter to the website will be needed for the January 04 issue and thereafter.

## HISTORY CHANNEL IS LOOKING FOR INVENTORS WITH A STORY

I am writing from Engel Brothers Media, an independent production company based in New York that specializes in science and adventure documentaries. We produce high quality documentary films for a wide variety of broadcasters, including PBS, National Geographic, Channel 4 and Discovery. Steve Flynn [sflynn@ebmedia.com](mailto:sflynn@ebmedia.com)

We are currently producing a series for the History Channel that will focus on one current inventor and his/her work in each episode. We are searching for a compelling "everyday" invention to serve as the subject for our pilot episode. Perhaps there are members of your organization that would make interesting candidates for such a show? Any ideas, input or contacts you have would be greatly appreciated.

For more information about us, please see the attached company profile and filmography. You may also want to check out our web site:<http://www.ebmedia.com>.

[Note Glen Kotapish 410 391 7573 [lpntent@aol.com](mailto:lpntent@aol.com) announced this opportunity at the INCA Oct meeting.]

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### National Society of Professional Engineers (NSPE) 2003 NEW PRODUCT AWARD WINNERS

The following companies were recipients of the 20th annual New Product Awards:

Small Company Category: The UroCycler<sup>®</sup>, UroSolutions, Inc., located in Orlando, FL  
Medium Company Category: The SMART Trac<sup>®</sup> System, CEM Corporation, located in Matthews, NC  
Large Company Category: E4600 Disk Storage System, LSI Logic Storage Systems, located in Wichita, KS  
Mega Company Category: MK20e/MK25 Electronic Brake Systems (EBS), Continental Teves, located in Morgantown, NC

If you are interested in participating in the 2004 New Product Awards program, please visit <http://www.nspe.org/awards/ab2-awinw.asp> for an application, or email Erin Garcia, PEI program manager, at [egarcia@nspe.org](mailto:egarcia@nspe.org).

Note to inventors: These firms might be considered more receptive to IP than most others. Ray

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### PULL::: Looking for Healthcare Promotional Inventions

Date:9/7/2003 7:04:25 PM Eastern Standard Time

From:mkramer@promotionventures.com

The healthcare marketplace worldwide has a problem that you can help us solve! The problem is **Patient Compliance**. We will award \$500 each to the top 5 ideas/products submitted between now and **September 30, 2004** that can be used to **promote products that solve patient compliance**.

In addition, we will contract with the winners to market their submissions to our extensive client base. There is no cost to enter.

What is patient compliance? When a patient receives a prescription for medication to treat an ailment, an astounding number of men and women never make it to the pharmacy to fill the prescription. Of those that do, only a small number continue to take the medication as instructed.

There are many schools of thought about why this non-compliance exists -- forgetfulness being a leading contributor. However there is widespread agreement that this state of affairs has staggering negative effect on the physical health of people and the fiscal health of our economy. As always, **this problem translates into a challenge for inventors!**

Please have your members go to [www.promotionventures.com](http://www.promotionventures.com) and register their ideas with us. We look forward to receiving your members submissions. Any questions, please e-mail Cliff Bassman, chairman of Promotion Ventures and founder/CEO of Promotions by Design at [cbassman@promotionventures.com](mailto:cbassman@promotionventures.com). Have a great day!

Marc Kramer

Promotion Ventures

Author of "Consulting" Entrepreneur Publishing 2003

Author of "Web Sites Built to Last" Adams Media 2002

Author of "Financing & Building an E-Commerce Venture" Prentice Hall Press 2001

Author of "Small Business Turnaround" Adams Media 1999

Author of "Power Networking" NTC Publishing 1997

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*This is another request for amplification through our newsletter. If someone elects to look into this business, please relay your results and opinions to our newsletter editor, Ray. 703 971 7443*

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## "CREATE THE FUTURE" DESIGN CONTEST

Following the success of its 1st nationwide design contest, which generated more than 1,000 qualified entries, Emhart Teknologies is again partnering with NASA Tech Briefs for the Second Annual "Create the Future" Design Contest.

Co-sponsored by Allfast Fastening Systems & SolidWorks, the contest will once again recognize outstanding innovation and applications in the field of product design.

The contest invites engineering professionals, students, and the general public to submit innovative designs for products in three categories:

\* Everyday Products -- A functional or ergonomic new product, or an upgrade to an existing product, that improves quality of life.

\* Safety -- A mechanical or electromechanical device that improves personal safety during travel, work, recreation, or at home.

\* Transportation -- A mechanical or electromechanical product that improves the functionality, performance, or cost basis of a transportation product.

Entries will be judged on innovation, manufacturability, marketability, and cost-effectiveness. Winners not only receive great prizes, but also get the recognition and support needed to take their ideas from the drawing board to the production line.

One Grand-Prize Winner will receive a hybrid automobile or \$20,000 in cash; one First-Prize Winner will receive a Segway Transporter or a trip for two to the U.S. Space Camp, valued at \$5,000; and three Second-Prize Winners will receive a DeWalt Power Tool Combination Kit, valued at \$500. All qualified entrants receive an Emhart POP(r) PowerLink 30 repair kit/hand rivet tool, valued at \$50, as an entry gift.

Access the official rules and entry form at <http://link.abpi.net/l.php?20031002A7>

**NOTE: During our October meeting Mr. Dick Wainright, a seasoned inventor, suggested that a group of INCA members might band to generate and market a product whose revenues were directed toward meeting the natural overhead for an even stronger INCA. His email is [dick@inovent-llc.com](mailto:dick@inovent-llc.com).**

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**Hammacher Schlemmer** is searching for new products in the Personal Electronics, Recreation, Home & Garden, and Personal Care areas. Open to all amateur inventors with a final patent. No entry Fee. Deadline Dec 8, 2003. Request an entry form at [www.patentcafe.com](http://www.patentcafe.com). For more info call 312-475-6533.

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.From Business Week, Gabor Garai speaks to characteristics of Venture Capital:

18 Aug issue.

Goals for Venture-capital firms and corporate investors are likely to be different:

Professional investors are expected to be interested in young companies for an anticipated *high rate of return on their investment*. However, professional investors may also have other agendas also.

Their priorities might relate to businesses they like within the market chain, such as distributors, wholesalers, retailers, and transportation links.

Therefore, entrepreneurs who are seeking funds may need to design incentives to make sure that the range of inventor's perceived needs match the incentives cited within a VC's business plan. [Just ask]

Large corporations may perceive themselves as strategic investors. They may invest in young companies whose products fit into a product line being developed by the sponsoring corporation.

Many large corporations include Venture Capitalist (VC) divisions who are staffed by venture-capital professionals whose training is integrated to the mission sought by the parent corporation.

Some entrepreneurs may view these corporate VCs as huge bureaucracies that want to invest in "nimble young" companies that can provide niche-strengths in technology or marketing. An option within this view may fear that the corporate investor will want to steal the new technology. Another option is to anticipate that the corporate will want to buy out their start-ups.

These views of corporate investor's motivation may have been appropriate in the early 1990s but may damage the entrepreneur's approach to obtaining investment backing now. That prior focus was on protecting intellectual property, defining corporate right of first refusal in event of acquisition and negotiating technology licensing.

Garai proposes that corporate investors want entrepreneurs simply to take possession of their ideas and technologies. The corporations feel a need for a window into the future of a particular industry, and purchase it to get their own view of emerging horizons. In acquisition of a young company, the corporation wants to augment their own management with leading-edge people who are thinkers and doers within their industry.

Corporate investors seek access not to specific technology, but to ideas. What is proprietary is an expression of the past. Corporate strength is access to people who help it focus toward emerging opportunities.

Gabor Garai is a partner in the Boston office of the national law firm Epstein Becker & Green, specializing in the financing and growth requirements of small and midsize companies.

## VENTURE CAPITAL

Garai summarizes Venture Capital (VC) forces to dictate investment decisions regarding when, where, and how VC investments are made.

Venture-capital firms are focused on a division of labor and investment between the professionals running the fund and the institutions (pension funds, university endowment funds, investment banking pools, etc.) which provide the bulk of the investment funds.

STRUCTURE:VC funds are managed by professionals. They are usually former entrepreneurs or investment professionals. They may invest 5% to 10% of the fund's total assets from their own money. The remainder of the assets come from institutions.

The VC gets compensated (1) from an annual management fee typically of 1.5% and 2.5% of the assets, and (2) an incentive based on the fund's value appreciation. After about 5 years the fee shrinks so the managers want to make things happen within a 5-year window.

The institutions invest in venture funds to diversify from their major investment in secure, but low-returns. They hope VC ventures will pay off handsomely.

Ray has adjusted these stories and tried to retain their message to inventors.

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Welcome to **IDEAS**, the Interagency Disability Educational Awareness Showcase!  
November 5-6, 2003                      8:00 am - 5:30 pm  
Washington Convention Center                      Washington, DC

More than 1 in 5 Americans has a disability. Now, more than ever it's important to **make work accessible to all Americans!**

IDEAS is a two-day conference and trade show focusing on Sections 501, 504 and 508 and the critical Education, Policy and Technology initiatives facing the government community. For over 15 years, attendees have found answers at IDEAS to the changing needs of the government regarding **information technology, laws and regulations affecting accessibility.**

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## Metal casting

Metal parts are much more durable than Plastic and the tooling can be less costly.

A typical Plastic Mold can be as much as \$30,000 to \$50,000 whereas a Pattern for a Sand Cast as little as \$3,000. Aluminum, Zinc, Brass, Copper or Alloys can be light weight and when polished looks good.

Casting is a process where you have a hollow mold of your part and you pour hot semi-molten metal into it. Wait for the mold to cure. Break open the mold and you have your part.

There are two costs to castings. There is the cost of the mold and the cost to pour the mold.

Sand Casting: Is the least expensive way to cast parts. Typically you have a wood pattern of your part made. They put a sand-resin mix around the wood pattern. When the mix hardens they take the pattern out leaving a hollow mold in the sand mix. Then they pour molten metal into the mold and bust up the sand after the metal cures, leaving you the part.

Parts I've seen made are Concrete and Carpentry Tools, Waffle Irons, small Electric Motor parts. Parts usually have a grainy texture, due to the sand.

Diecasting: Is similar to Plastic Molding. You have a Metal Mold made and you force molten metal into it. It is faster than Sand Casting and you can get a better finish along with thinner walls since the Mold is polished.

I was recently in a shop that was doing all sizes of parts from V-8 Engines for GM to small parts for Coleman camping stoves.

Investment Casting: Sometimes called Lost Wax casting. You have a wax model of the part made then they cover it in plaster. After it hardens they melt the wax out and pour the hollow plaster mold with molten metal. Its drawback is you have one shot with a wax model. If it doesn't pour right you make another model. This is the way they do many Sculptures and Statues.

Metal Cast parts are sturdy, stronger and more heat resistant. When you are doing a short run it can be a cost savings to the Inventor. Rich Freese Arch City Service ([www.invention-mfg.com](http://www.invention-mfg.com))

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network service for inventors

**Patentrakker — For keeping track — at a price** [www.patentrakker.com](http://www.patentrakker.com) for more details.

We are a new company that offers a number of PATENT AWARENESS products that likely would be of interest and value to your members. Our complimentary Current Awareness Reporting Services can help inventors keep track of improvements and developments relating to their area of technology..

Our semi-weekly reports are designed to, at once, save the inventor time AND enable the inventor to keep currently aware of the latest US patent developments in those areas of expertise in which the inventor has been performing research and development activities without the tedium of wading through the myriad technical journals and publications.

Each Friday, the inventor would receive a personalized 'RPAC' report that lists each newly issued US Patent that EXPLICITLY makes reference to one of the inventor's previously issued US Patents as well as identifying each newly published but still PENDING US Patent Application which has been assigned the US Principal Technology Classification matching one of those classifications assigned to the inventor's previously issued US patents. This Report will be of special interest to the inventor in identifying competitors, infringers or potential licensees of the inventor's inventions as well as giving the inventor a heads up on the latest pending patents and research in the inventor's area of expertise.

Then, each Wednesday, the inventor receives a personalized 'CAR' report that identifies those 'just issued' US Patents which have been assigned the US Principal Technology Classification matching one of those classifications assigned to the inventor's previously issued US patents. This Report will assist the inventor in keeping track of what other patentees have invented in the inventor's area of expertise.

If an INCA member looks into this service, please report your findings through our website.